

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## India

**Post:** New Delhi

### Guidelines for Shipment of Samples for Tradeshow

**Report Categories:**

Market Promotion/Competition

Retail Foods

Snack Foods

Beverages

FAIRS Subject Report

Sanitary/Phytosanitary/Food Safety

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**Report Highlights:**

The report is intended to provide guidance on the process of shipping food products to India for the purpose of exhibiting and sampling at trade shows. The report is based on discussions with local officials and freight forwarders.

**Disclaimer:** This summary is based on a cursory review of the subject regulations and therefore should not be viewed under any circumstance, as a definitive reading of the regulation in question, or of its implications for U.S. agricultural export trade interests.

The report provides an overview of requirements for shipping samples to trade shows in India. These are gleaned from discussions with food safety and customs officials, local freight forwarders and a review of official documents. Trade show participants should work closely with their Indian representative, trade show organizer or prospective importer in order to ensure that their products comply with Indian requirements.

- The U.S. exporter, or the exporter's Indian representative, notifies Indian customs authorities on their intent to ship samples by executing an end-user bond (*to establish the end use of the product*). The U.S. exporter has to clearly state whether the sample will be used for consumption at the show (no consumption of samples outside the show is permitted) or used only for display purposes. If the sample is meant for consumption, then the sample shipment will be treated the same as an actual food import shipment and will be subject to testing under the provisions of the Food Safety and Standard Authority of India (FSSAI). If the samples are intended for display only, customs authorities will likely clear the shipment directly.
- In the event that testing is required, FSSAI inspectors will take a sample for testing. If the sample meets FSSAI requirements it will be cleared for use at the trade show. For more information on FSSAI requirements visit <http://www.fssai.gov.in/>. In some cases, FSSAI may relax some packaging or labeling requirements depending on the nature of the product.
- It is advisable to pack and mark a carton of samples for inspection. The sample size should be roughly 10 percent of the total amount of the product which will be used for testing upon arrival.
- While there is no official process of approving labels prior to shipment, an importer may be able to work with a local FSSAI office to obtain feedback concerning a proposed label prior to importing a particular product.

### **Documents Required**

- Commercial Invoice
- Certificate of Origin
- Free Sale Health Certificates
- Import Permit from Indian Plant Quarantine and a Phytosanitary Certificate – *For Fresh Vegetable and Plant Products*
- Copy of the Bill of Lading
- Copy of the end-user customs bond or undertaking executed, if any.

- Certificate of participation at the trade show

### **List of prohibited items for export**

Imports of most animal and livestock-derived food products are effectively banned because the United States cannot comply with Indian import requirements. This includes dairy products classified in Chapter 4 of the Harmonized Tariff Schedule, poultry meat, lamb and mutton, seafood, goat and pork products including pet foods. Imports of beef are banned due to religious concerns. Imports of foods containing ingredients derived from biotech crops, except for soybean oil, are also effectively prohibited.

### **Additional reports**

The following reports may be of interest to U.S. exporters interested in India. There, and related reports prepared by this office, can be accessed via the FAS Home Page: [www.usda.fas.gov](http://www.usda.fas.gov) by clicking on “Attaché Reports” and searching by the report number. Reports given below will provide additional information to exporters interested in Indian market.

[IN2177](#) - FAIRS Country Report

[IN2176](#) - FAIRS Export Certificate Report

[IN2163](#) - Exporter Guide

[IN2164](#) - Retail Foods